

## ABSTRAK

Banyaknya pilihan jasa transportasi saat ini di kota Bandung, menuntut Angkutan Kota khususnya trayek Cicaheum-Ledeng untuk selalu meningkatkan performanya pada proses, kenyamanan layanan, dan SDM (Sopir) yang mereka miliki untuk memuaskan pelanggan dan membentuk loyalitas. Penelitian ini bertujuan untuk mengetahui tanggapan pelanggan mengenai proses, kenyamanan layanan, SDM (Sopir), kepuasan pelanggan, dan loyalitas pelanggan, serta untuk mengetahui pengaruh proses, kenyamanan layanan, dan SDM (Sopir) terhadap kepuasan pelanggan dan dampaknya pada loyalitas pelanggan. Metode penelitian yang digunakan adalah deskriptif dan verifikatif. Metode pengambilan sampel menggunakan *nonprobability* dengan teknik *insidental sampling* menggunakan rumus *Lemeshow* dengan jumlah responden 98 orang. Data analisis menggunakan analisis jalur, korelasi berganda, dan koefisien determinasi. Kesimpulan penelitian ini adalah : (1) proses dan SDM (Sopir) dinilai cukup baik; (2) kenyamanan layanan dinilai baik; (3) pelanggan dinilai cukup puas; (4) pelanggan dinilai cukup loyal; (5) terdapat pengaruh signifikan secara bersama-sama pada proses, kenyamanan layanan, dan SDM (Sopir) terhadap kepuasan pelanggan dan dampaknya pada loyalitas pelanggan sebesar 71,8%; (6) proses berpengaruh tidak langsung terhadap loyalitas melalui kepuasan sebesar 5,7% lebih besar dari pengaruh langsung sebesar -0,2%; (7) kenyamanan layanan berpengaruh langsung terhadap loyalitas sebesar 29,1% lebih besar dari pengaruh tidak langsung sebesar 19,5%; (8) SDM (Sopir) berpengaruh tidak langsung terhadap loyalitas melalui kepuasan sebesar 18,4% lebih besar dari pengaruh langsung sebesar 16,6%.

### **Kata Kunci :**

**Proses, Kenyamanan Layanan, SDM (Sopir), Kepuasan Pelanggan, Loyalitas Pelanggan**

## **ABSTRACT**

*The many choices of transportation services in Bandung currently, demanding Angkutan Kota (Angkot) especially the Cicaheum-Ledeng route to always improve their performance in process, service convenience, and people (Driver) to satisfy the customers and build customer loyalty. This reaserch aims to find out the respondent's response about process, service convenience, people (Driver), customer satisfaction, and customer loyalty. This reasearch also aims to find out about the influence of process, service convenience, and people on customer satisfaction and their impact on customer loyalty. The method used in this research is descriptive and verification method. The sampling method used is nonprobability with incidental sampling technique using the Lemeshow formula with the number of respondents is 98. Data analysis used are path analysis, multiple correlations, and coefficient of determination. The conclusions of this research are: (1) the process and people (Driver) are quite good; (2) service convenience contain good; (3) customers are quite satisfied; (4) customers are quite loyal; (5) there is a significant influence between process, service convenience, and people (Driver) on customer satisfaction and its impact on customer loyalty of 71,8%; (6) the process has an indirect effect on loyalty through satisfaction of 5.7% greater than the direct influence of -0.2%; (7) Comfort services have a direct effect on loyalty of 29.1% greater than indirect effect of 19.5%; (8) people (Driver) has an indirect effect on loyalty through satisfaction of 18.4% greater than the direct influence of 16.6%.*

**Keywords :**

***Process, Service Convenience, People, Customer Satisfaction, Customer Loyalty***